



BOX AF  
EXPEDITED PROCEDURE  
EXAMINING GROUP 2166  
PATENT 740388-0020

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re PATENT application of: )  
)  
Lawrence F. GLASER ) Art Unit: 2166  
)  
Application No.: 09/270,710 ) Examiner: Alexander KALINOWSKI  
)  
Filed: March 16, 1999 )  
)  
For: METHOD OF EMBEDDING ADVERTISEMENTS) **RECEIVED**  
IN COMMUNICATION ) **FEB 07 2002**  
**Technology Center 2100**

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REPLY UNDER 37 C.F.R. 1.116

Commissioner of Patents  
Washington, D.C. 20231

February 6, 2002

Dear Sir:

In response to the Examiner's Final Office Action mailed November 6, 2001, please consider the following amendments and remarks in connection with the above-identified application.

IN THE CLAIMS:

Please amend claims 1, 2, 3, 10, 16, 20, and 21 as follows:

1. (Twice Amended) A method of transmitting an advertisement from a sending party to a receiving party comprising the steps of:

initiating a communication from a user-managed data processing system associated with and local to the sending party;

associating a preselected advertisement with said communication within the user-managed data processing system associated with the sending party; and

transmitting said communication with said preselected advertisement embedded therein to the recipient.